

# BREAKTHROUGH

It's Time To Change!

# MORE VARIETY. INCREASED SALES.

New Selections = New Consumers.

# LESS STOPS. MORE PROFITS.

Increased Capacity = More Efficient Locations.



Save Gas  
Lower Labor Costs

Operators can double up on top-sellers to reduce weekly delivery stops by up to 50%!

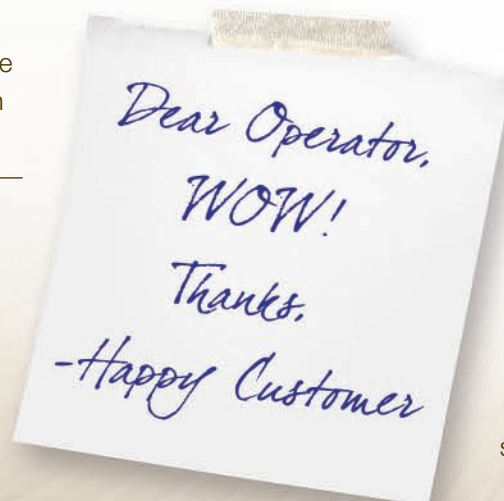


Build volume growth, productivity and customer satisfaction with the distinctly different Merchant Six.

- **70% OF NON-CORE CONSUMERS** believe machines are unreliable, while **82%** are unaware of technological advances in vending machines.<sup>†</sup>

- After convenience, **VARIETY IS THE #2 REASON** consumers buy from sources other than vending machines.<sup>†</sup>

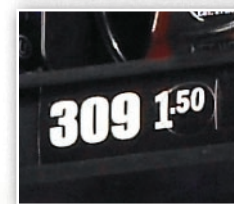
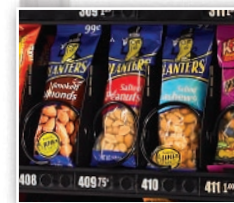
- **70% OF CONSUMERS** will not make a purchase if their favorite product is not available.<sup>†</sup>



**BREAKTHROUGH**, because Merchant will change consumers' vending experience and they will see and feel the difference.

**BREAKTHROUGH**, because with 50% more spiral selections Merchant will bring new consumers to vending.

**BREAKTHROUGH**, because with more capacity Merchant will significantly grow same-location sales and lower operating costs.



## Increased Variety

50% more spirals increase sales through product selection and availability. 44% average increase in same-location sales during 20-week national pilot test (over 100 machines).

## Maximize Pricing

Achieve higher price points with new items and premium product offerings. Merchant's innovation creates higher demand and greater opportunity to raise product pricing.

## Drive Traffic

Merchant Six styling has stopping power. Increased selections and new product categories provide opportunity to expand outside existing-core customer base.

"Merchant Six is exceeding expectations with over 50% sales lifts! Customers love the look."  
- Jesse J. Risha, James Vending (Merchant Pilot Test)

**MORE INVENTORY**

**MORE SELECTIONS**

With same-location sales growth and increased efficiency, Merchant Six will pay for itself!

### SCENARIO 1: 40% Sales Increase

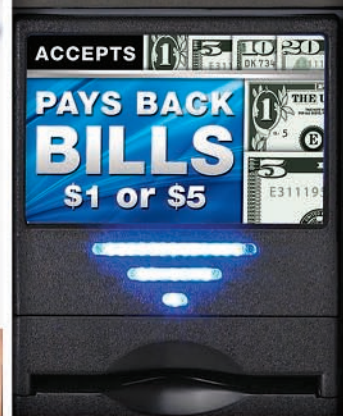
	SMALL LOCATION	MEDIUM LOCATION	LARGE LOCATION
Current Sales Per Year	\$6,000	\$12,000	\$24,000
Incremental Sales (40%)	\$2,400	\$4,800	\$9,600
<b>INCREMENTAL GROSS PROFIT *</b>	<b>\$1,200</b>	<b>\$2,400</b>	<b>\$4,800</b>

### SCENARIO 2: 20% Sales Increase and Less Delivery Stops

	SMALL LOCATION	MEDIUM LOCATION	LARGE LOCATION
Current Sales Per Year	\$6,000	\$12,000	\$24,000
Incremental Sales (20%)	\$1,200	\$2,400	\$4,800
Cost Savings (from less stops)**	\$600 <i>(less 1 stop/month)</i>	\$1,200 <i>(less 2 stops/month)</i>	\$2,400 <i>(less 4 stops/month)</i>
<b>INCREMENTAL GROSS PROFIT ***</b>	<b>\$1,200</b>	<b>\$2,400</b>	<b>\$4,800</b>

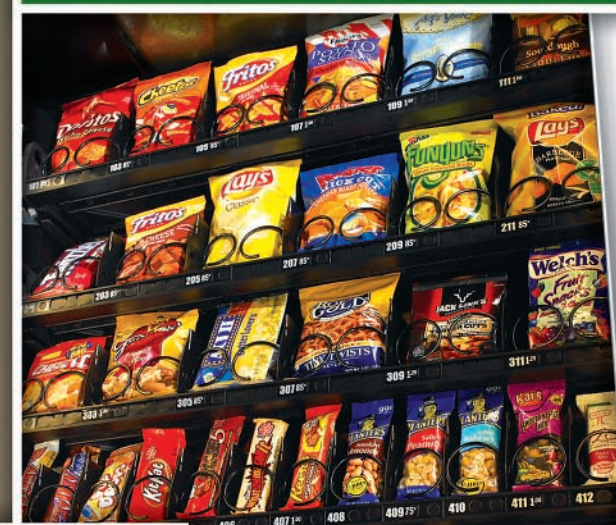
\* G.P. = Incremental Sales - COGS @ 50%; \*\* Cost savings from less stops = # stops per month \* 12 \* \$50; \*\*\* G.P. = Incremental Sales - COGS @ 50% + Cost Savings from Less Stops

<sup>†</sup>Harris Interactive survey for NAMA



## IMPROVE CONSUMER EXPERIENCE

- New Styling
- Fresh & Appealing Look
- Brighter Lighting & Improved Visibility
- Large C-Store Style Glass Window
- Optional Bill Recycler Accepts & Pays Back Bills



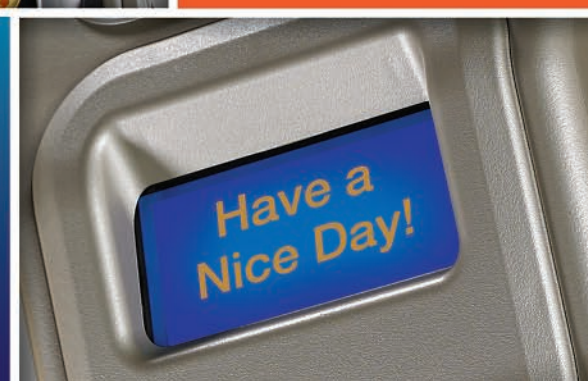
## NEW USER INTERFACE

- Innovative New Keypad
- Highly Visible LCD Display
- Intuitive 1-2-3 Clearly Displays Order of Consumer Interaction
- Ergonomic Coin Cup
- New "OK" Key Improves Consumer Confidence



## MORE VARIETY

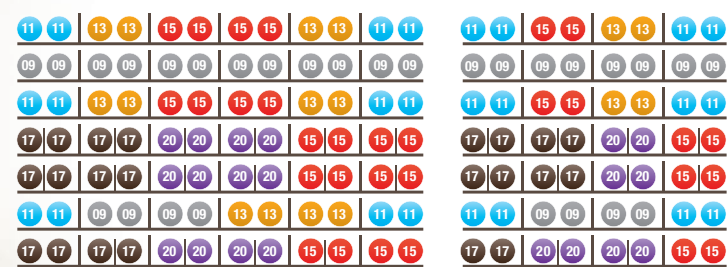
- Premium Items
- Multiple Flavors
- Expanded Categories
- Healthy Snacks
- New Gum & Mint Packages
- Promotional Items



72.0" H x 37.8" D x 43.6" W  
Shipping Weight: 610 lbs. | Electrical: 115V, 60Hz, 3A



72.0" H x 37.8" D x 32.8" W  
Shipping Weight: 510 lbs. | Electrical: 115V, 60Hz, 3A



MERCHANT SIX  
58 Select Standard Model

MERCHANT FOUR  
38 Select Standard Model

## Merchant Six (Model 181) and Merchant Four (Model 180) Features:

### Improve Consumer Experience

- New user interface—dynamic keypad based on appliance industry touch sensing technology (no moving parts), large lighted keys make it easy to use
- 1-2-3 process (money, selection, change) facilitates experience
- New "OK" key confirms selection and improves confidence
- Ergonomic coin cup
- Graphics display simplifies communication
- POP window for product promotions or company information
- Currenza Recycler option is the perfect match to capitalize on higher price points

### Durable Construction

- Merchant Six is only 5.5" wider than SnackCenter 1
- Single-piece cabinet wrapper construction design is built to last
- All mechanical systems tested to 14 years of life
- Significantly less parts, improves simplicity and reliability (delivery bin, tray harnesses, keypad...)
- Proven keypad technology from appliance industry is built to last
- Factory-installed LEXAN door option for tough locations
- Cabinet "knock-outs" allow access through 30" doorways
- Factory installation of Currenza payment systems

### Ultimate Merchandising Flexibility

- 6-shelf and 7-shelf configurations
- Merchant Six has up to 54% more spirals (depending on configuration)
- Increased vertical space when compared to SnackCenter for more or taller products
- Shelf height can be adjusted in 1/2" increments for ultimate flexibility
- Easy loading shelves with no latches
- Price roll option provides product prices on the shelf—one roll displays prices from \$0.40 to \$2.35 (\$0.05 increments)

### Latest Technology

- Proven electronic platform with new features—upload/download software and configuration with memory stick, language translation, remote price changes (via Streamware Connect), plus all SnackCenter features and more
- Seamless integration with other Crane Merchandising Systems products like Currenza Payment Systems and Streamware Vending Management Software
- LED light option reduces service costs, improves product view, and is more environmentally friendly
- Improved SureVend option guarantees product delivery
- New in-line GFCI (ground-fault circuit interrupter) power cord facilitates connection

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NATIONAL VENDORS

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VOMCVP-0001

merchant **SIX**  
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